

**FOR IMMEDIATE RELEASE**

## **Star 50 Handbags Lowers Prices, Expands Line**

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(DENVER, COLORADO)—Star 50 Handbags, producer of an innovative line of collectible handbags, announces a major reduction in their pricing.

“Our lower prices are great news for both retailers and consumers,” says Star 50 Designer Amity Cooper. “Our prices are not only extremely competitive, they allow collectors to expand their collection more quickly.”

Star 50 Handbags is a collectible line of handbags, totes, clutches, and slings. There is at least one bag for every state in the Union. “And for every state of mind,” adds Cooper. “From glam to casual, from formal to wild, we’ve got you covered.”

The new pricing is the result of “a determined search to find a manufacturer who could maintain our exacting standards while lowering our costs,” says Cooper. “Without compromising a single stitch, we’ve lowered our prices an average of 60% on every bag. This is great news for retailers who need to fill their shelves with more options.”

The company has also started making more bags per state. “Collectors will love the new **Maine Companion** and the five new **Hawaii Weekenders** for their looks and features. Retailers will love the expanded selection, which maximizes sales.”

Another convenience for retailers is Star 50’s e-commerce site. The handbags can be purchased on the Star 50 web site at [www.star50bags.com](http://www.star50bags.com) or over the phone, toll-free, at 888-399-6607.

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